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NPS Director's Order on Donations and Fundraising Maintains Integrity of Parks While Providing Flexibility for Park Managers *Available for 60-Day Public Review*

WASHINGTON, D.C.— National Park Service (NPS) Director Fran Mainella announced today that draft revisions to Director's Order #21 (DO-21) on Donations and Fundraising include comprehensive guidance for partnering with friends organizations and other non-profit groups to ensure that park integrity is maintained while individual flexibility is provided to all park managers. This draft document and its Reference Guide are available for a 60-day public review as notified in the Federal Register on October 5, 2005.

"Previous guidance on philanthropy focused on what cannot be done, instead of approaching philanthropy from a positive, collaborative direction," said Mainella. "The revised policy has been developed to help park managers implement good business practices while encouraging strong partner relationships with an eye to new technologies of the 21st century. The policy will provide solid guidance on how the NPS and its partners can best work together for the benefit of our national parks, while maintaining the natural beauty and historic relevance of these treasured places."

Similar to the process for America's public broadcasters, wherein individual station managers can determine the needs that best fit their market, the NPS proposal provides park superintendents with the flexibility to recognize donors in a way that coincides with the park plan and recognizes that each partner and park is unique.

The draft order was revised to better reflect the knowledge that NPS has gained working with its partners and to maintain consistency with current practices relative to donations and fundraising. A fundamental principle contained in the DO-21 revision is that all NPS fundraising activities shall maintain the integrity of the national parks, the impartiality of the NPS, and the public confidence in what the NPS does.

The Director's Order now also includes a Reference Guide that will provide tools for park managers that includes templates and models for agreements between the NPS and fundraising partners. The combined Director's Order and Reference Guide are posted to www.nps.gov/policy/DOrders/DO21draft.html. Comments may be sent electronically to the NPS Partnership Office in Washington, D.C. at partnerships@nps.gov by December 5, 2005.

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[The combined Director's Order and Reference Guide](#)

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